

CURRICULUM VITAE P.L. BEROUD

PERSONALIA

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Birth Date June 05, 1978
Place of Birth Rotterdam



EDUCATION AND QUALIFICATIONS

- 2003 – 2004 **Development of strategic marketing-communication concepts**
Hallo© academy Amsterdam
- 1999 – 2003 **Bachelor Business Administration**
Hotelschool The Hague
Institute for Hospitality Management. Bachelor's degree obtained in August 2003. Specialization: Marketing.
Subjects: Operations Management, Electronic and Mobile Commerce planning, Finance, Human Resource Management, Information Management and Marketing Management.
- 1997 – 1998 **Law**
Erasmus University Rotterdam
- 1991 – 1997 **Grammar school Atheneum**
Libanon Lyceum Rotterdam
Exam subjects: Dutch, French, English, History, Geography, Biology, Economics I, Economics II and Sociology.

WORK EXPERIENCE AND INTERNSHIPS

- 2004 – 2005 **Strategic Creative**
Endemol Nederland b.v. Aalsmeer
At Endemol I was active in the department of programme development. In this department all marketing (multi-media) concepts of Endemol Nederland are being developed and marketed. Some of the concepts I worked on were for brands, such as: Mexx, Suit Supply, Curaçao, Cocomat and Fortis. Beside concept development, the head of department, involved me in the team of responsible, that were developing a new company strategy.
* References available if desired.

- 2004 **Junior Strategist**
Young Works Amsterdam
Involved as a junior strategist in the development of a new promotion campaign for Stimorol.
- 2003 – 2004 **Communication-trainee**
John Doe Amsterdam
As a trainee at advertising agency John Doe, I learned from practical experiences in the development of contemporary marketing-communication campaigns.
In this position I was given the opportunity to put in practice concept development skills for brands such as: MTV, Europe and UNICEF.
*Portfolio available on application.
- 2003 **Management-trainee**
Red Bull Nederland b.v. de Bilt
Study the market to develop new marketing concepts for the introduction of Red Bull in the new business, luxury segment of the Dutch Hospitality Industry.
- 2003 **Project Consultant**
Sodexo Nederland
Development of a marketing-communication plan to improve the overall company image.
- 2002 – 2003 **Student Brand Manager**
Red Bull Nederland b.v. de Bilt
During my studies I was involved in the Student Brand Management Programme of Red Bull, for more than a year. This is a training programme in the field of marketing, sales, brand building, promotion and event organisation. The most interesting experiences I had while I was working on the organisation of the Zeepkistenrace and the Red Bull Speedgolf event. Besides, I was responsible for part of the brand communication of Red Bull in student-life.
- 2001 **Front-Office assistant**
Hotel Arts, Ritz-Carlton Barcelona
General company trainings and familiarization with Fidelio and Malcom Baldrige Quality Award system.
- 2000 **Cook**
Restaurant Bazar Rotterdam

EXTRACURRICULAR ACTIVITIES

- 2004 – Present **Member of the International Advertising Association**
International Advertising Association (IAA) Amsterdam
External company visits, discussion- and network meetings.
- 2004 – Present **Representative young creatives International Advertising Festival**
Dutch Young Dogs, Cannes
In 2004 I won a trip to the International Advertising festival in Cannes with the Dutch Young Dogs (JongeHonden) by participating in a marketing-communication pitch. Member of Dutch Young Dogs as of July 2003 till the present.

- 1999 – 2003 **Year-club and member**
Student association La Confrérie, The Hague
- 2000 **Advanced course Spanish**
The Rotterdam Language Centre
- 1991 **Festival Committee**
De bond, Grammar school Rotterdam
In my first High-school year I was elected to become the representative for all first and second year students in the festival committee of the Lyceum.

SKILLS

Language skills

	<i>Vocal</i>	<i>Writing/Reading</i>
Dutch	Native tongue	Native tongue
English	Excellent	Excellent
Spanish	Excellent	Very Good
French	Good	Good
German	Basic Level	Basic Level

Computer skills

MS Windows, OS X, Microsoft en Mac Office (Word, Excel, PowerPoint)
FrontPage, SPSS, Photoshop.

Driving Licence

B, July 30, 1997

HOBBIES AND INTERESTS

Hobbies

Drawing, travelling, playing tennis, filming, photographing, running, music, playing chess, reading.

Interests

Development of challenging marketing-communication concepts that are based on a strong vision.